



# P4G Frequently Asked Questions

30 November 2018

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## About P4G

### Q.1 What is the mission of P4G?

A.1 P4G brings together governments, businesses, and civil society organizations in innovative public-private partnerships to advance solutions to humanity's greatest needs within the following sectors: food and agriculture, water, energy, cities, and circular economy.

### Q.2 Who are the P4G partners?

A.2 P4G works in partnership with countries and global organizations addressing sustainability issues. P4G's initial partner countries are Chile, Colombia, Denmark, Ethiopia, Kenya, Mexico, the Netherlands, the Republic of Korea, and Vietnam. Partner organizations include: the Global Green Growth Institute, C40 Cities, the World Economic Forum, and hosting partner World Resources Institute. Other countries and partners are expected to join P4G in 2019.

### Q.3 How will P4G accomplish its mission?

A.3 P4G works with its partners at the global, regional, and national levels to identify public-private partnerships that present solutions to humanity's greatest needs as related to food and agriculture, water, energy, and sustainable development. P4G then offers facilitation, co-funding support, and recognition to these partnerships to help prove the validity of a business model, launch a pilot, or accelerate growth to create a sustainable venture. We also convene government, business, and civil society leaders at events such as our biennial summit, meetings, workshops, and webinars, and we share knowledge through publications and on our website.

### Q.4 What is a P4G partnership?

A.4 A P4G partnership includes both private-sector and public-sector organizations who are working together to advance innovative and commercially viable projects that should result in systems-level changes that can be scaled and replicated with a focus on one or more of the following areas: food and agriculture, water, energy, healthy cities, and circular economy. Each partnership selected for support by P4G meets the following characteristics:

- **Relevance:** Promotes market-based solutions to one or more of our five SDG sector areas
- **Innovation and Growth:** Addresses barriers that must be overcome to accelerate commercially viable means of accomplishing the SDGs
- **Impact:** Contributes to systems change that will advance overall green economic growth with commercially viable and replicable business models
- **Implementation:** Has the capacity to succeed
- **Value-Add:** Brings together an innovative constellation of private sector and public sector organizations tackling global challenges through market-driven approaches.

### Q.5 How is the P4G initiative funded?

A.5 The Danish government provided initial funding for P4G through a five-year grant (2018–2022). The government of the Netherlands is providing additional funding to P4G beginning in 2019.

## **Q.6 How much is P4G funded?**

A.6 The initial funding from the Danish government is USD 33 million over five years, which covers annual funding for the Partnership Fund and operational support. The Netherlands [announced a USD 5.7 million commitment](#) at the P4G Summit.

## **Q.7 Is P4G seeking other funders?**

A.7 Yes. P4G welcomes additional funding partners to support furthered co-funding of breakthrough partnerships that promote sustainable growth in developing and emerging countries.

## **Q.8 What is the connection between P4G and the World Resources Institute?**

A.8 The World Resources Institute (WRI) acts as the hosting partner for the P4G Global Hub, which serves as both the secretariat and implementing agency for the P4G initiative. The Global Hub is located at WRI's Washington, D.C. office. While P4G benefits from the expertise and global reach of the WRI team, P4G is prohibited from providing any direct funding to WRI for its programs.

## **Q.9 How is P4G different from its predecessor 3GF?**

A.9 The Global Green Growth Forum (3GF) helped lay the groundwork for P4G by bringing together leading businesses, investors, organizations, and key public institutions to plan for long-term global and inclusive green growth. P4G is different because it moves past the planning stage and is working to incubate and accelerate public-private partnerships that offer the most potential impact for sustainable development. P4G does this by providing partnerships with facilitation support, co-funding, and recognition.

## **Q.10 What is P4G's unique value-add, given there are many other partnering initiatives?**

A.10 P4G advances partnerships that create systematic change that can be scaled and replicated to drive sustainable economic growth. Our start-up and scale-up partnerships promote innovative approaches to solve important challenges in five major categories of sustainability: food and agriculture, water, energy, healthy cities, and circular economy. It is solely dedicated to this mission for at least the next five years with plans to ideally continue this to 2030. P4G national platforms provide a strong place-based foundation for the development of a pipeline of P4G partnerships.

## **Q.11 What is the governance structure of P4G?**

A.11 P4G is governed by a board of directors, which consists of government ministers, CEOs, and other leaders from institutions committed to pursuing sustainable development. Ian de Cruz serves as P4G's Global Director and leads the initiative's Global Hub, which is based in Washington, D.C. and serves as the implementing agency and secretariat for the P4G initiative. Each P4G country partner is engaged at the government level and establishes a national platform to direct P4G outreach activities in that country.

## **Q.12 How were the country partners selected?**

A.12 The initial country platforms were countries that had been involved in the former Global Green Growth Forum (3GF), which was a Danish-led collaboration of countries, partner organizations, and leading companies working on sustainability issues. These countries are Chile, Colombia, Denmark,

Ethiopia, Kenya, Mexico, the Republic of Korea, and Vietnam. The Netherlands joined P4G as a partner country in September 2018.

### **Q.13 What does it mean to be a country partner?**

A.13 Participating countries agree to set up a national platform to coordinate national engagement in P4G and support public-private partnerships to achieve the SDGs. National platforms include the collaborative involvement of government ministries at a senior level, business organizations and leaders, and civil society organizations. Partner countries, through their national platforms, commit to

- Engage government officials within the country into the conversation committed to transitioning green growth;
- Bring resources, networks, initiatives and coalitions and ideas to P4G partnerships;
- Host national and/or regional meetings as appropriate; and
- Engage with relevant P4G partnerships, including assisting active involvement of national actors in the partnerships.

Each country also gains access to the global P4G network, where they benefit from cross-border collaborations and participation in events, such as the P4G Summit in Copenhagen in October 2018.

### **Q.14 Can other countries become partners?**

A.14 P4G expects to add a limited number of country partners in 2019. Important criteria for considering additional countries include:

- The country's commitment to work in partnership with the private sector and civil society to pursue the goals of P4G and support P4G partnerships working in their country to achieve lasting and impactful change
- Ability to participate in global P4G events, contribute resources, and host national or regional events to incubate and accelerate P4G partnerships
- Willingness to serve as a champion for green and inclusive growth, within national development priorities, as well as regionally and globally.

### **Q.15 What is the role of P4G's partner organizations?**

A.15 P4G partner organizations contribute valuable expertise, resources, and contacts to help identify and support public-private partnerships throughout the world. Our initial partner organizations are the Global Green Growth Institute, C40 Cities, the World Economic Forum, and hosting partner the World Resources Institute. P4G works with these leading organizations to bring additional knowledge in areas such as financing, green technology, and sustainable development.

### **Q.16 What is the "State of the Art Report"?**

A.16 P4G will produce periodic reports that provide valuable knowledge on the state of public-private partnerships in support of sustainable development in developing and emerging countries. As P4G partnerships are established, P4G will report on lessons learned to expand knowledge on partnerships to grow the green economy. Our first "State of the Art Report" will be published in 2020.

## **About P4G Facilitation, Funding, and Recognition**

### **Q.17 How does P4G support partnerships?**

A.17 P4G supports partnerships in three key ways. First, we provide facilitation support to partnerships to help them evolve their business model, connect them to organizations and people that can provide expertise, and share knowledge to support their growth. Second, we provide co-funding to partnerships to help partners incubate and accelerate breakthrough solutions that address one or more of our focus areas: food and agriculture, water, energy, healthy cities, and circular economy. Third, we publicly recognize P4G partnerships at high-profile events and through media promotion to bring valuable visibility to their work and business models.

### **Q.18 What is P4G facilitation?**

A.18 P4G facilitation support may include convening investors, businesses, and governments around new business models, connecting the partnership to government stakeholders to advocate for policies that enable favorable market conditions, matching known solutions to new market opportunities, and highlighting the partnership at global events. Please refer to our website to have a greater understanding of our partnership facilitation tools.

### **Q.19 What does P4G mean by “Value-Add”?**

A.19 In addition to funding, P4G’s facilitation model adds value by helping partnerships pitch their projects to investors, learn about industry best practices, network with business and government leaders, lay the groundwork for replication and scaling of partnership activities, and engage with our partner organizations, national platforms, and other partnerships. Please refer to our website to have a greater understanding of our partnership facilitation tools.

### **Q.20 What is P4G’s definition of “Additionality”?**

A.20 Partnerships applying for P4G support must propose work that is “additional” to what is already happening or what would naturally happen in the marketplace. For example, P4G funding should be “additional” to traditional commercial business development (i.e. expansion of a core business offering), as well as “additional” to current international development practices (i.e. programming that bilateral and multilateral funders typically cover), and therefore should not be used for either type of activity nor should the partnership be primarily focused on either type of activity.

### **Q.21 How does P4G define “Innovativeness”?**

A.21 P4G considers partnerships innovative if they come up with new models/approaches or improve existing ones to address barriers to private sector entrants that are not yet being addressed by the market.

### **Q.22 What are “Communities of Excellence”?**

A.22 “Communities of Excellence” are groups of P4G partnerships that address similar problems and/or market opportunities. P4G convenes each group to share experience, learn from one another, and maximize their impacts. Among the 2018 Partnership Finalists, P4G has identified Communities of

Excellence focused on sustainable industrial parks, clean energy access financing models, food loss and waste, sustainable logistics models, and sustainable plastics economy.

### **Q.23 How can partnerships apply for funding and facilitation support?**

A.23 Partnerships should complete the application form that is available on the [P4G website](#). The 2019 application window is open from November 30, 2018 to February 15, 2019. Application windows will be announced through our website and in [P4G's newsletter](#).

### **Q.24 What are the qualifying requirements for funding and facilitation support?**

A.24 The full set of eligibility requirements and selection criteria are in the “[P4G Partnerships Guidelines](#)” on our website. P4G will provide funding and facilitation support to partnerships in two categories: Start-up and Scale-up partnerships.

### **Q.25 How will P4G select partnerships for funding and facilitation support?**

A.25 P4G carefully reviews each complete application according to the eligibility and evaluation criteria. P4G also engages a consultant to independently score all shortlisted applications. Finalists are requested to submit additional information to further inform the selection process. P4G and an investment advisor interview scale-up finalists. P4G and its Board make final funding decisions.

See the [Guidelines](#) for more information.

### **Q.26 What funding is available from P4G?**

A.26 Partnerships in start-up phase can receive funding of up to USD 100,000. Partnerships in scale-up phase can receive up to USD 1 million. Cost-share is required: at least 25 percent of the budget for start-up partnerships and at least 50 percent for scale-up partnerships.

### **Q.27 Is preference given to funding requests from P4G partner countries?**

A.27 No. P4G's staff, board, and outside experts review and select those partnerships that best represent the criteria established for funding, as long as the partnership benefits a country eligible for funding (see [Guidelines](#)). However, part of the value of P4G is its network; partnership projects in P4G partner countries may benefit from P4G's enhanced ability to support, incubate, and accelerate partnerships through its network in those countries.

For countries, the value of being a P4G country partner is in the collaboration and knowledge-sharing with other country partners, partner organizations, and sustainability experts and exposure to cutting-edge partnership ideas.

### **Q.28 What is the funding period?**

A.28 P4G funding is for one to two years, depending on the needs of the partnership.

### **Q.29 Will all P4G partnerships that receive funds and facilitation support also receive public recognition?**

A.29 Yes. P4G will publicly promote every partnership it funds. [See P4G's 2018 Partnership Report](#).

**Q.30 Can we change our application, once it has been submitted online?**

A.30 Yes. Resubmit the application online and add “REVISED [date]” to the “Partnership Name” field of the submission. Revisions will only be accepted prior to the application deadline.

**Q.31 In what language should the application for funding be submitted?**

A.31 Applications must be submitted in English.

**Q.32 What is the distinction between start-up and scale-up partnerships?**

A.32 Start-up partnerships are promising early stage partnerships that need support to consolidate the partnership or test the feasibility of innovative approaches. Scale-up partnerships are those that are already engaged in promising business-driven green growth innovations but need support to scale up and accelerate their impact.

**Q.33 Which countries are eligible?**

A.33 The intended outcomes of the partnership should be for the benefit of one or more of the [150 developing countries](#) that are eligible for P4G-funded projects. The partnering organizations can be based in any country.

**Q.34 What type of partners are required in a partnership?**

A.34 The partnership should consist of both commercial and non-commercial partners. Where the partnership is not a legal entity, one of the organizations in the partnership serves as the administrative partner and the signatory of the funding agreement and assumes overall responsibility on behalf of the partnership. The administrative partner should be a legally registered non-commercial entity. See [Guidelines](#) for more information.

**Q.35 What type of non-commercial organization can be an administrative partner?**

A.35 Non-commercial entities that can act as the administrative partner in a partnership include non-profit organizations, business associations, and similar organizations. Note that academic institutions, public institutions (such as municipally owned entities and publicly owned utilities), and multilateral organizations can participate as partners in partnerships but cannot be administrative partners. The administrative partner can be based in any country. See [Guidelines](#) for details.

**Q.36 Can an association be considered a partnership?**

A.36 No. An association is considered a single organization. An association can apply as one of the partners in a partnership.

**Q.37 Can members from the same association form individual partnerships to apply for funding?**

A.37 Yes.

**Q.38 Is a partnership agreement or memorandum of understanding required?**

A.38 A partnership agreement or memorandum of understanding will be required of finalist partnerships at the detailed proposal stage and before receiving funding.



**Q.39 Are P4G partnerships receiving funding in 2018 eligible to apply for additional funding in future calls for proposals?**

A.39 Yes, they may receive funding one more time, pending P4G’s evaluation of partnerships progress. All partnerships can only receive a maximum of two rounds of funding from P4G.

**Q.40 What amount is required for cost share (co-funding)?**

A.40 **Start-up partnerships:** At least 25 percent of the partnership’s budget must be co-funding (sources other than P4G). For example, if the partnership’s total budget to implement its activities is \$80,000, then P4G funds can be no more than \$60,000 and the partnership will need to provide \$20,000 as co-funding. Partnerships seeking \$100,000 from P4G must show cost share of at least \$33,334.

**Scale-up partnerships:** At least 50 percent of the partnership’s budget must be co-funding (sources other than P4G). For example, if the budget required to implement the partnership’s activities is \$2 million, then P4G funds can be up to \$1 million and the partnership will need to provide \$1 million as co-funding.

**Q.41 What cost share is eligible?**

A.41 Eligible cost share must be contributed in support of the partnership’s activities described in the application. The partnership will need to provide a letter of commitment or similar document explaining the nature and expected date to receive the cost-share amount. Eligible cost share includes salary expenses of commercial and non-commercial partners, travel, and other non-salary expenses of commercial partners, and in-kind inputs and/or other donor funds. See [Guidelines](#) for details.

**Q.42 How does P4G define “Activities”?**

A.42 “Activities” are actions through which inputs (financial, human, technical, material, and time resources) are mobilized to produce the deliverables (such as training and constructing) of a project for which staff can be held accountable and which, when aggregated, produce outputs.

**Q.43 How does P4G define “Outputs”?**

A.43 “Outputs” are tangible deliverables directly resulting from project activities. They include products, goods, services, and changes (e.g. people trained with increased knowledge and skill; quality roads built) that aggregate and contribute to outcomes.

**Q.44 How does P4G define “Outcomes”?**

A.44 “Outcomes” are what the project expects to accomplish at the beneficiary level (e.g. use of knowledge and skills in actual practice over time; transportation of goods on constructed roads over time) and contribute to population-level changes (reduced malnutrition, improved incomes, improved yields, etc.) that aggregate and help bring about accomplishment of goals and impact over time.

**Q.45 How does P4G define “Goals”?**

A.45 “Goals” are the highest-level desired end results or impacts (transformation, sustainability, livelihood, well-being, etc.) to which the project contributes. In other words, it is the project’s ultimate objective.

**Q.46 How does P4G define “Sub-Goals”?**

A.46 “Sub-Goals” are the necessary stepping-stones, interim objectives, and work streams necessary to accomplish the overarching goal or goals of the partnership.

**Q.47 What is the 10 percent withholding and how will it work?**

A. 47 P4G funding will be disbursed following each quarterly report over the one- to two-year funding period. P4G withholds 10 percent of total awarded funds until after final reports are submitted and accepted by the P4G Global Hub.

**Q.48 What is P4G’s audit requirement?**

A.48 P4G requires that all scale-up partnerships budget for and conduct an audit near the end of the project period. Start-up partnerships are not required to budget for an audit.

**Q.49 Are partnerships expected to attend key P4G events?**

A.49 All P4G partnerships are expected to have at least one representative attend our biennial summit. Scale-up partnerships are expected to have at least one representative attend one or two additional investor events that P4G will facilitate each year. These expenditures are expected to be a relatively small component of the partnership’s budget, with significant benefits in terms of recognition, contacts, and commitments or offers to the partnerships.

**About the P4G Summit**

**Q.50 What is the P4G Summit?**

A.50 The [P4G Summit](#) is a high-level conference attracting business, government, and civic leaders from around the world. Those in attendance discuss how best to accelerate public-private partnerships for the green economy. The summit showcases and accelerates breakthrough partnerships that advance commercially viable and replicable solutions for food and agriculture, water, energy, healthy cities, and circular economy. The first [P4G Summit](#) took place in Copenhagen, October 19–20, 2018.

**Q.51 Who can attend the P4G Summit?**

A.51 The [P4G Summit](#) is an invitation-only event for CEOs, government leaders, civil society organizations heads of P4G partner organizations, media, and others.

**Q.52 How often is the P4G Summit held?**

A.52 The [P4G Summit](#) is held every two years. The next P4G Summit will be in 2020.